



MAYORS IN ACTION

FOR A SUSTAINABLE FUTURE



Communication and dissemination strategy

V.1

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1. Introduction

The purpose of this document is to outline the Communication and Dissemination Strategy for the project ‘Empowering Supporting Structures of the Covenant of MAYORS to assist Local Authorities IN implementing and monitoring their Sustainable Energy ACTION Plan’, better known as ‘Mayors in Action’.

It has the following aims:

- To define a common style and framework to “brand” the project and its public deliverables
- To make the project outputs consistent, high quality and immediately recognisable in every target country and towards the target groups
- To provide a framework for dissemination activities, ensuring materials reach the correct audiences at the right time
- To coordinate outreach actions, using a similar approach and style in the consortium

All partners are responsible for outreach in their respective areas, with the communication coordinator responsible for oversight.

2. Communication objectives

Over 5,700 municipalities representing more than 185 million inhabitants have signed the Covenant of Mayors (CoM), committing to develop and advance their Sustainable Energy Action Plans (SEAPs). However, to advance their SEAPs, local government staff needs support and training. MAYORS in ACTION empowers Coordinators and Supporters (C&S) of the Covenant of Mayors in effectively assisting their municipalities in implementing and monitoring SEAPs.

To avail of this support, C&S must be made aware of the project and what support is on offer. Local governments signed up to the CoM - those who receive the guidance provided by the C&S - must also be informed of the project and its objectives, as secondary beneficiaries.

The project also wishes to raise greater awareness of issues surrounding sustainable energy and energy efficiency among the general public.

These objectives will inform all communications products and outputs.

3. Target audiences

- Covenant Supporters and Coordinators
- Local governments signed up to the Covenant of Mayors
- Stakeholder / LGs partners (i.e. Energy Agencies, business)
- The general public
- The media

4. Internal communication

Within the European consortium communication takes place in English, with country teams operating through their national language.

The project management and coordination tools include:

- An internal / restricted online section within the project webpage for partners, to facilitate consortium cooperation. This includes a file repository that enables partners to upload/remove documents. A dropbox folder for the project has been set up and it contains all relevant templates and dissemination materials in all project languages (as relevant).
- An internal mailing group has been set up. At least one staff member from each partner organisation is included in the list.
- A monitoring tool has been developed to track and report on the project's activities and impact. From a communications standpoint, the tool includes a record of all mail outs, all articles published by the consortium related to the project, all events attended, presentations delivered, and details of all communication products produced / distributed. It provides a comprehensive overview of the project outreach and dissemination activities. All partners are responsible for updating the tool, as requested by the WP leader.
- Regular project partner meetings will be held to ensure an understanding of activities and roles in the upcoming period. Seven meetings are planned throughout the project duration, with minutes to be disseminated following each one. A Doodlepoll will be used to select meeting times among the large consortium.
- Ad hoc meetings and discussions will be held as needed. Regular Skype contact is encouraged to discuss tasks in greater detail.

- Trainings (e.g. on Content Management Systems – Typo3) will be held as the WP leader deems necessary, to allow partners to work on their language version of the website independently.

5. Visual identity & templates

A professional designer has been contracted to create a visual identity for the project to enable clear and easy recognition of the project. All dissemination materials produced within the project will be designed in line with the visual identity.

6. Design & style rules

A cohesive branding across all project outputs ensures that professional standards are met, and enhances recognisability.

Due to the large number of languages and geographic regions involved, each project partner is granted a certain leeway to adapt the message and the visual design to their local context. To maintain uniformity, however, design and style guidelines must be followed.

They apply to both digital and print products.

Digital

Regardless of language, the project web design template, including relevant fonts, colour scheme and elements, must be used at all times.

Web texts must be accurate and concise. Short paragraphs are to be used. The language register should be light and informative, with jargon avoided. We strive for texts to be simple but not simplistic, short but not incomplete. High-quality, readable and accessible text is expected.

The use of images is encouraged, particularly to break up text-heavy pages. Images must be natural (no filter), high-resolution and contain relevant copyright information (this is a legal requirement). Where possible, people should be the focus. Region specific images are also encouraged.

ICLEI, as communication work package leader, will regularly review partner websites to ensure that design elements are in-line with project specifications.

Print

ICLEI will provide partners with a standard Microsoft Word template which can be adapted to various needs. As with the digital template, design elements must be reflected.

The project font is **Lucida Sans (font size 11 for standard text)**.

All project materials must display the following:

- Project title: ‘Empowering Supporting Structures of the Covenant of MAYORS to assist Local Authorities IN implementing and monitoring their Sustainable Energy ACTION Plan’
- Project abbreviation: Mayors in Action
- Project logo
- European Union emblem (see below)
- IEE disclaimer (see below)
- Provide a URL link to the relevant website
- Use the Covenant of Mayors logo with text: “In support of:”
- Relevant contact details



PROJECT COORDINATOR:

mayorsinaction@provincia.genova.it

PRESS AND PUBLIC RELATIONS:

mayorsinaction@iclei.org

NOTE: in specific cases, e.g. where a national contact point is needed, or with the organisation of a workshop or event, please use the e-mail of the organiser. If you are unsure, please check with the project coordinator to ensure a consistent approach is used.

Plant the European Union Flag

The European Union flag **MUST** be used on all digital and print projects. More information on how to use the European Emblem is available on the IEE website:

http://ec.europa.eu/energy/intelligent/managing-projects/day-to-day-management/communicating-your-results/index_en.htm

This is of the utmost importance, and violations will be taken seriously by the work package leader. Please check that the EU Flag is present before publishing!

7. External communication channels & products

The following channels and products will be used to disseminate the project message in a targeted manner.

Digital

- **Website**

Eight websites will be developed in each of the project languages, targeted at various geographic regions. The websites will provide the latest project news, tools and resources. Having a variety of language-specific websites will ensure that stakeholders can access information relevant to their local context, providing added value. Each partner will be responsible for the language version relevant to their local context. They will be tasked with translating all website text, and adapting it as necessary. The text will be taken from the English-language version of the website, as provided by the WP leader.

- **Social media**

A range of social media tools will be used to reach out to stakeholders virtually and to create a “buzz” about the project. Channels to be utilised include Facebook, Twitter, Youtube and Flickr. All channels will be updated regularly. Project partners will be invited to contribute.

MAYORS in ACTION will capitalise on the Twitter accounts already put in place by several established Clubs of the Covenant of Mayors, spread across the partners’ territory. The primary social media channels will post in a range of languages, with English as the primary language.

All territorial partners in the project will set up a Facebook profile which will be run in the national language. A common profile for the project will also be set-up and run in English.

- **Project partner channels**

Project partners will be encouraged to disseminate key project outputs through their own channels (own websites, e-newsletters, etc.) As opportunities arise, the partners will present the project and results at conferences in magazines, and relevant publications.

- **E-newsletter**

At least three electronic Newsletters will be published starting from month 12. The Newsletters will focus on sharing project findings, results, and main activities. All

partners will provide articles and input for the newsletter. ICLEI will create the newsletter in English, and partners will translate the news into their respective national languages.

The e-Newsletter will be made available on the project website, and will be further disseminated through partner networks.

MAYORS in ACTION will also explore synergies with other projects addressing the same or similar topics (e.g. same funding line) in order to share news, or potentially create a joint periodic newsletter informing of the most interesting results and outcomes of all the projects involved.

- **Mailing list**

The Mayors in Action public mailing list has been set-up, building on the existing LG Action and Covenant capaCITY mailing lists. It is a quick and direct channel to send invitations and news to relevant contacts. It is open to anyone interested in subscribing, either directly online or through a request to Mayorsinaction@lists.iclei.org. It is managed by the project coordinator. All partners can post news, but messages are required to be in English.

The mailing list manager (ICLEI) has ultimate discretion over content disseminated.

An archive will be maintained.

[Print](#)

- **Postcard**

A project postcard will be developed to promote the project at events, conferences and workshops.

- **Business cards**

Business cards will be created to further promote the project during networking opportunities.

- **Roll-up banner**

Roll-up banners or printable posters will be strategically deployed at events.

- **Power-point templates**

To ensure consistency, a power-point template has been developed for project partners when promoting the project at both internal and external events.

- **Leaflet**

An informative, four-page leaflet will be developed to promote the project to a wider audience. It will be primarily disseminated at events. The leaflet will be updated throughout the project. As such, print-runs will be limited in size, with frequent re-prints.

- **Brochure**

Conceptualised as a promotion / marketing tool that provides an introduction to the work of the project, the brochure will motivate potential users to engage with the aims of the project. This 32-page promotional guide will be additionally made available in an electronic version, and will be translated into all project languages. It will also function as a legacy document of the project.

Details: A4 format, 32 A4 pages, design / handled by ICLEI Europe / printing: by partners selecting own printing company

- **Press releases and articles**

At least three press releases and three articles will be produced by each partner over the project lifetime, linked to main events. The project partners' press and media contacts will be used to promote the outcomes of the project on a local, regional, national and European level. Press releases must be short, to the point and contain a specific angle that may interest the press.

8. Evaluation

Key performance indicators will be used for evaluation:

- **E-newsletter statistics:** will be disseminated through the Mayors In Action mailing list, enabling the consortium to track the reach of the newsletters.
- **Press releases and articles will be disseminated** via Vertical Response, an online email marketing tool that allows for excellent evaluation and monitoring. It collects key statistics on email delivery, the open and click-through rate.
- **Web statistics:** number of visits/unique visits, time spent on website, where visitors are from, correlation between visits and newsletters, returning visits, page views, number of downloads.
- **Social media:** facebook / twitter analytics will be utilised to access the supporter/engagement rate.
- **The monitoring tool** (see Section 4) will be used to track participation at dissemination events; number of presentations given at third party conferences, and level of attendance; number of mailings sent; etc.

9. Responsibility

ICLEI, as a leader of the communications work package, will be responsible for the overall planning, management and coordination of the dissemination and communication activities implemented. This includes:

- **General communication** and dissemination will be managed by ICLEI as work package leader
- **Spokesperson to media and journalists** for any media related inquiries
- **Coordinating communication efforts** announcing projects results, communication initiatives

The main contact person at ICLEI will be the Project Officer.

Project Officer contact details:

Giorgia Rambelli - Officer

ICLEI - Local Governments for Sustainability

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Partner's responsibilities

Effective communication comes from a joint effort across the board; all partners are therefore expected to be actively involved in contributing to communication targets. Everyone needs to play their part!

A mid-term evaluation of the Communication and Dissemination Strategy will be carried out. Any realignment necessary will be implemented during the final half of the project. The strategy will be updated to reflect the realignment.

CONSORTIUM:

PROVINCE OF GENOVA (Coordinator) – www.provincia.genova.it

PROVINCE OF BARCELONA – www.diba.cat

CRES – www.cres.gr

CITY OF ZAGREB – www.zagreb.hr

PNEC – www.pnec.org.pl

VENETO Region – www.regione.veneto.it

SOGESCA – www.sogesca.it

INTERLEUVEN – www.interleuven.be

ICLEI EUROPE – www.iclei-europe.org

